

Station WVBT-TV NORFOLK, VA.    Agency (    ) GREAT AMERICAN MEDIA    Rep Firm

Advertiser (    ) DSCC IE    3050 K ST NW    Sales Office (    ) PHILADELPHIA

Product D.S.C.C. IE    WASHINGTON, DC 20007    Salesperson (    ) ANJIE BRADY

Estimate# 1539    Agency C/P1/P2/E 49/53/1539

Buyer Dan Nagelberg    Flight Dates 09/25/2012 - 10/08/2012    Salesperson Phone# 215-567-6005

Phone#    Hiatus Weeks    Salesperson FAX# 215-567-5938

Fax#

--- CONTRACT COMMENT ---  
CLIENT: DEMOCRATIC SENATORIAL CAMPAIGN COMMITTEE SC=\*

| LT  | Ln  | Day   | Time      | Program                          | Len | Rate        | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost  | Daypart |
|-----|-----|-------|-----------|----------------------------------|-----|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | ---   | ---       | -----                            | --- | ---         | ---         | ---        | ---        | ---         | ---         | ---     |
|     | 1   | TU-F  | 3P-4P     | JERRY SPRINGER                   | :30 | \$175.00    | 09/25-09/28 | 2          | 1          | 2           | \$350.00    |         |
|     | 2   | TU-F  | 4P-5P     | STEVE WILKOS                     | :30 | \$250.00    | 09/25-09/28 | 3          | 1          | 3           | \$750.00    |         |
|     | 3   | TU-F  | 10P-1045P | LATE NEWS                        | :30 | \$1,200.00  | 09/25-09/28 | 1          | 1          | 1           | \$1,200.00  |         |
|     | 4   | TU-TH | 1045P-11P | SPORTSWRAP                       | :30 | \$500.00    | 09/25-09/27 | 3          | 1          | 3           | \$1,500.00  |         |
|     | 5   | SA    | 11P-1130P | SATURDAY LATE NEWS               | :30 | \$1,000.00  | 09/29-10/06 | 1          | 2          | 2           | \$2,000.00  |         |
|     | 7   | TU    | 8P-9P     | RAISING HOPE/BEN & KATE          | :30 | \$1,800.00  | 10/02-10/02 | 1          | 1          | 1           | \$1,800.00  |         |
|     | 8   | W     | 8P-10P    | THE X FACTOR                     | :30 | \$2,500.00  | 09/26-10/03 | 1          | 2          | 2           | \$5,000.00  |         |
|     | 9   | TH    | 8P-9P     | THE X FACTOR RESULTS             | :30 | \$2,500.00  | 09/27-10/04 | 1          | 2          | 2           | \$5,000.00  |         |
|     | 10  | SA    | 730P-11P  | FOX COLLEGE FOOTBALL             | :30 | \$1,200.00  | 09/29-10/06 | 1          | 2          | 2           | \$2,400.00  |         |
|     | 11  | SA    | 7P-730P   | COLLEGE FOOTBALL PREGAME         | :30 | \$600.00    | 10/06-10/06 | 1          | 1          | 1           | \$600.00    |         |
|     | 13  | SU    | 1P-415P   | REDSKINS FTBL V. ATLANTA FALCONS | :30 | \$10,000.00 | 10/07-10/07 | 1          | 1          | 1           | \$10,000.00 |         |
|     | 14  | M-F   | 3P-4P     | JERRY SPRINGER                   | :30 | \$125.00    | 10/01-10/05 | 2          | 1          | 2           | \$250.00    |         |
|     | 15  | M     | 3P-4P     | JERRY SPRINGER                   | :30 | \$125.00    | 10/08-10/08 | 1          | 1          | 1           | \$125.00    |         |
|     | 16  | M-F   | 4P-5P     | STEVE WILKOS                     | :30 | \$200.00    | 10/01-10/05 | 3          | 1          | 3           | \$600.00    |         |

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Hiatus Weeks

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Sales Office ( ) PHILADELPHIA  
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Salesperson Phone# 215-567-6005  
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|----|----|------|-----------|--------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
|    | 17 | M    | 4P-5P     | STEVE WILKOS | :30 | \$200.00   | 10/08-10/08 | 1          | 1          | 1           | \$200.00   |         |
|    | 18 | M-F  | 10P-1045P | LATE NEWS    | :30 | \$1,200.00 | 10/01-10/05 | 2          | 1          | 2           | \$2,400.00 |         |
|    | 19 | M    | 10P-1045P | LATE NEWS    | :30 | \$1,200.00 | 10/08-10/08 | 1          | 1          | 1           | \$1,200.00 |         |
|    | 20 | M-TH | 1045P-11P | SPORTSWRAP   | :30 | \$600.00   | 10/01-10/04 | 2          | 1          | 2           | \$1,200.00 |         |
|    | 21 | M    | 1045P-11P | SPORTSWRAP   | :30 | \$600.00   | 10/08-10/08 | 1          | 1          | 1           | \$600.00   |         |

---REPORT TOTALS---

Report Totals: 33 / \$37,175.00

---SALES MONTHLY TOTALS---

Sep 12: 13 / \$11,000.00    Oct 12: 20 / \$26,175.00  
Sales Totals: 33 / \$37,175.00  
Station Totals: 33 / \$37,175.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |           |         |          |          |         |          |
|---------------|-----------|---------|----------|----------|---------|----------|
| Market Totals | \$309,792 | CATV 0% | WAVY 42% | WGNT 5%  | WPXV 0% | WTKR 22% |
|               |           | WTVZ 2% | WVBT 12% | WVEC 17% |         |          |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12  
Demos RA35+

---Agency Comment---

EC'd Yes    Last Received: 08/31/2012 10:31 AM    Showing Buylines: All Lines

|            |                      |                  |                             |                     |              |
|------------|----------------------|------------------|-----------------------------|---------------------|--------------|
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| Advertiser | (    ) DSCC IE       |                  | 3050 K ST NW                | Sales Office (    ) | PHILADELPHIA |
| Product    | D.S.C.C. IE          |                  | WASHINGTON, DC 20007        | Salesperson (    )  | ANJIE BRADY  |
| Estimate#  | 1539                 | Agency C/P1/P2/E | 49/53/1539                  |                     |              |
| Buyer      | Dan Nagelberg        | Flight Dates     | 09/25/2012 - 10/08/2012     | Salesperson Phone#  | 215-567-6005 |
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| Fax#       |                      |                  |                             |                     |              |

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
CASH IN ADVANCE